WHAT IS CLAIMED IS:

1. A coding method of image information comprising:

a feature extraction process which quantizes and codes whole image information subjected to coding to extract feature information;

a coding quantity predicting process which quantizes and codes the image information, while changing a quantizing factor based on the feature information, to determine a proper quantizing factor; and

a coding process which utilizes a determined quantizing factor and quantizes and codes the image information to output a result as coded output data.

2. The coding method according to claim 1, wherein the coding quantity predicting process comprises:

a factor setting process which sets the quantizing factor of each frame based on the feature information;

an experimental coding process which utilizes a set quantizing factor and quantizes and codes of the image information to store result data of coding in a buffer; and

a factor changing process which changes the quantizing factor of each frame when an overflow or an underflow occurs in the buffer.

3. The coding method according to claim 2:

wherein the feature information comprises a coding quantity of each frame obtained by coding the image information, and information which specifies scenes constituting the image information;

wherein the experimental coding process has a process which calculates a weighting value of each frame; and

wherein the factor changing process changes the quantizing factor, based on the calculated weighting value and

15

the quantizing factor which is utilized in a previous experimental coding of the frame.

4. A coding program product of image information which makes a computer execute, by executing on the computer:

a feature extraction process which quantizes and codes whole image information subjected to coding and extracts feature information;

a coding quantity predicting process which quantizes and codes the image information, while changing a quantizing factor and determines a proper quantizing factor, based on the feature information; and

a coding process which utilizes the proper quantizing factor and quantizes and codes the image information to output a result as coded output data.

5. A coding apparatus of image information comprising:

a quantizing unit which quantizes the image information by a predetermined quantizing factor;

a coding unit which codes quantizing data generated by the quantizing unit;

a feature extraction unit which quantizes and codes the whole image information and extracts feature information; and

a coding quantity predicting unit which quantizes and codes the image information, while changing a quantizing factor and determines a proper quantizing factor, based on the feature information,

wherein the quantizing unit and the coding unit utilizes the proper quantizing factor to quantize and code the image information and outputs a result as coded output data.